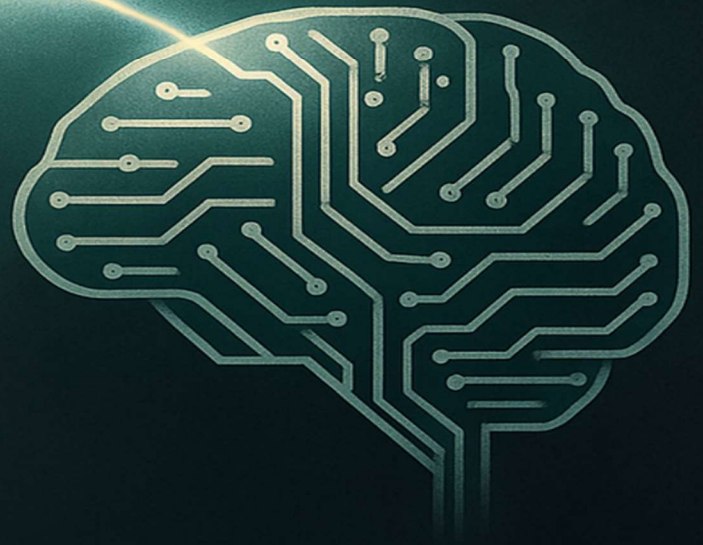


Prompting

The art of dialoguing with AI

WRITE A STORY
CREATE AN IMAGE
CRAFT A POEM
MAKE A MELODY



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LLM (Large Scale Language Model)

Definition

An LLM is a type of artificial intelligence that has been trained on vast amounts of text. This training allows them to understand and generate human-like text. This allows them to converse, write, and reason almost like a human.

These models work by predicting what the next word will be in a sequence of text. During training, the model analyzes large amounts of text to identify patterns in which words tend to follow others. For example, after the word "cat," the next word is likely to be "white," "black," "big," and so on. The model internalizes all these probabilities.

Then, when presented with a new sequence of words, the model can predict the most likely next word based on the patterns it has learned. This is how it generates new text that appears coherent and logical. The more text it sees during training, the better its prediction and language generation skills will become.

Characteristics of LLMs

- **Trained with massive amounts of data:** As the name suggests, these models are big. They're built with extensive data sets containing billions of words and phrases from books, websites, and other text materials.
- **They understand natural language:** LLMs can perform a variety of tasks, such as answering questions, writing emails, essays, and more. Their ability to understand and generate language is what makes them special.
- **They understand context:** A crucial aspect of LLMs is their ability to understand context. This means they can follow a conversation and respond in a way that is relevant to what has been said before.

Usefulness of LLMs

Large Language Models (LLMs) and generative AI have a wide range of uses, both in personal and professional settings. Here's a summary of their main uses:

Smart search and query

- Precise answers to complex questions.
- Summarizing long documents.
- Converting technical data into plain language.

Writing and creativity assistance

- Copywriting (articles, emails, blogs, eBooks).
- Generating ideas, titles, brand names, or slogans.
- Creative writing: short stories, poems, dialogues, etc.

Task automation

- Creating scripts or formulas (e.g., in Excel).
- Generating code in multiple programming languages.
- Automating reports, analyzing data, or generating documents.

Translation and localization

- Machine translation with context.
- Adaptation of content to specific cultures or markets.

Customer service

- Conversational chatbots.
- Automated responses to frequently asked questions.
- Customer sentiment and emotion analysis.

Education and learning

- Personalized explanation of concepts.
- Creation of educational materials or guides.
- Virtual tutors for various subjects.

Support in business processes

- Drafting reports, contracts, or internal documents.
- Generating marketing content.
- Assisting with decision-making based on textual data.

Generation of multimedia content

- Support for creating images, videos, or music (when integrated with other tools).
- Designing prompts for generative AI.

GENERATIVE ARTIFICIAL INTELLIGENCE (AI)

Generative artificial intelligence (AI) is a type of deep learning model that can produce text, images, computer code, and audiovisual content in response to input.

Generative AI models are trained on large amounts of raw data, typically the same types of data they are designed to generate. From this data, they learn to generate responses, given arbitrary information, that are statistically likely to be relevant to that information. For example, some generative AI models are trained on large amounts of text so they can respond to written prompts in an organic and original way.

In simpler terms, generative AI can react to requests similarly to human artists or authors, but more quickly. Whether the content these models generate can be considered "new" or "original" is a matter of debate, but in many cases they can match or exceed certain human creative capabilities.

Popular generative AI models include ChatGPT for text generation and DALL-E for image generation. Many organizations have also developed their own models.

Benefits of generative AI

Generative AI models are becoming increasingly popular, as they offer numerous potential benefits. These benefits include, among others:

- **Content Ideation:** Using generative AI can help content creators determine a creative direction more quickly.
- **Better chatbots:** Generative AI models can be integrated into chatbots to better answer customer questions, engage with potential customers, and more.
- **Enhanced Research:** Generative AI models can quickly process large amounts of data, including medical data or scientific studies, to aid in research.
- **Improved search results:** Search engines and virtual assistants can incorporate generative AI capabilities to more quickly provide relevant information in response to queries.
- **Entertainment:** Many people use publicly available generative AI tools solely for entertainment.

Disadvantages of generative AI

However, generative AI also has its drawbacks, including:

- **Hallucinations and other inaccuracies:** Generative AI models are often very effective at identifying patterns, but they sometimes identify nonexistent patterns. This can cause the models to provide false information, a phenomenon known as "hallucination." Furthermore, the accuracy of generative AI models depends on the data they are fed, and data verification of generative AI outputs can be difficult

without access to the original data.

- **Data leaks:** Models can take the data they receive in their instructions and reveal it in unexpected contexts. Several large companies have accidentally leaked confidential information or source code this way.
- **Accidental plagiarism or misuse of intellectual property:** Because generative AI models rely on pre-existing content, they may reproduce content they were provided with without permission from the original author or copyright holder of that content.
- **Malicious response manipulation:** Attackers can feed data into a generative AI model, causing it to produce dangerous or unsafe information for other users.
- **Biases:** Any bias in the information introduced into a model during training is likely to persist or even worsen unless the model is tuned to correct it. Even so, ensuring that the results are free of bias without reviewing the entire training set is virtually impossible.

Generative AI Applications

Although ChatGPT is more popular among users, generative artificial intelligence has many applications in different sectors.

Today, generative AI models are widely used for:

- **Text generation:** ChatGPT, Gemini, Claude 3, Jasper AI, Copy.ai
- **Image generation:** Dall-E 2, Midjourney, Stable Diffusion
- **Music generation:** Amper, Dadabots, MuseNet
- **Code generation:** CodeStarter, Codex, GitHub Copilot, Tabnine
- **Speech synthesis:** Descript, Listnr, Podcast.ai

Relationship between LLMs and generative AI

The relationship between LLMs and generative AI is fundamental and synergistic: LLMs are one of the technological pillars that make generative AI possible, but their scope and purpose go beyond that. Here's a clear and structured explanation:

- LLMs are a type of generative AI, but not all generative models are LLMs.
- Generative AI is a broad field that includes any model capable of creating new content (text, images, audio, video, code, etc.). Examples include:
 - Text: ChatGPT, Gemini.
 - Images: DALL-E, MidJourney.
 - Audio: OpenAI's Whisper, ElevenLabs.

- LLMs are a specialized subtype of generative AI focused on language (text). Their "generativity" is limited to predicting and producing word sequences.
- LLMs power generative text AI, using architectures like Transformers (e.g., GPT-4, LLaMA) trained on terabytes of text. They learn linguistic patterns to predict the next word in a sequence, allowing them to generate coherent answers. What makes them "generative" is that they don't just analyze data but also produce original outputs (an essay, a poem, programming code). Their ability to adapt to prompts makes them versatile, from summarizing articles to simulating dialogues.
- The Key Differences Between LLMs and Other Generative AIs

Feature	LLMs	Other generative AI (non-text)
Input/Output Type	text only	Images, audio, video, 3D, etc.
Base Model	Transformers	Diffusion models, GANs,
Usage Example	ChatGPT, Claude	VAEs

- The importance of LLMs in the generative AI ecosystem lies in that they are the most accessible because interacting with text (prompts) is more intuitive than with other media, they act as "intermediaries" in that they can control other generative AI. Example: An LLM translates "Draw a cyberpunk dragon" into a technical prompt for DALL-E, and they also allow hybrid applications such as generating code (GitHub Copilot) and creating scripts for automatic videos.
- The limitations of LLMs compared to multimodal generative AI are that they don't understand the real world; they only predict text based on patterns, without awareness. They rely on training data; if the data is biased, so are the outputs. Unlike multimodal models (such as GPT-4V), traditional LLMs don't process images/audio, but newer (multimodal) versions do.
- As for the future, LLMs as the "brain" of generative AI are being integrated with other technologies to automate creative flows, for example, one LLM writes the script, another model generates the storyboard, and a third produces the video, in addition to mass personalization such as adapting content (advertising, education) to individuals using dynamic prompts.
- In conclusion, LLMs are the heart of generative text AI, but their true power comes when combined with other generative models (image, speech) to create multimodal experiences.

PROMPTING

Prompting is the way we interact with an LLM. It's basically the instructions we type into the chat, similar to a conversation with a human. It's the process of providing the LLM with a specific question or statement that guides their response.

Importance of prompting

- **Direction:** A prompt acts as a guide, directing the model as to what type of information or response is expected.
- **Influence on Responses:** The way you phrase your prompt can significantly influence the nature and accuracy of the model's response.

Prompt

Prompts are the commands or instructions you provide to ChatGPT or other generative AI when making a request.

Prompts are the instructions or commands provided to a language model to obtain a specific response. Through these, the AI can be asked to generate, reformulate, or process information, encompassing tasks such as text writing, data analysis, image generation, programming code, brainstorming, and much more. The design of the prompt directly influences the quality of the response, so a clear and well-structured instruction significantly improves the accuracy and usefulness of the output. So, to get good results, you need to use good prompts. (And by "good results," I mean getting answers that match your expectations.)

In this lesson, we'll introduce the different types of prompting techniques. By learning about these methods, you'll not only outperform 90% of other users, but you'll also create your prompts with a deeper understanding and greater precision.

Relationship between LLMs and prompts

When you type a prompt, the AI doesn't "think" like a human. It analyzes your text and predicts the best response based on the data it's been trained on. The AI doesn't remember past conversations (unless you use a tool that allows it). So, if you need context, you should include it in the prompt!

Example without context:

"What's the best option?"

(Best option of what? The AI doesn't know.)

Example with context:

"I'm comparing Excel and Google Sheets. Which is better for analyzing large volumes of data and why?"

(Now the AI has the information it needs to answer correctly.)

The relationship between LLMs and prompts is symbiotic and fundamental to the functioning of generative artificial intelligence. Here's how they interact and complement each other:

LLMs are the "intelligence," prompts are the "guidance."

LLMs: Models trained on billions of data points to understand and generate language. They are capable of predicting text sequences, but without a prompt, they have no direction (like a powerful engine without a steering wheel).

Prompts: Instructions, questions, or contexts that the user provides to channel the LLM's capabilities toward a specific goal. They are the "steering wheel" that steers the model.

Example:

- Vague prompt: "Write something about space" → Generic response.
- Directed prompt: "Write a free verse poem about the loneliness of astronauts on Mars" → Creative and focused response.
- Prompts activate LLMs' knowledge and creativity
- LLMs store information and linguistic patterns, but they depend on prompts to
 - Contextualize: "Act like a historian who is an expert on the Middle Ages..."
 - Specify the format: "Create a 10-point list about..."
 - Set the tone: "Explain the theory of relativity as if you were 5 years old."
- Without a good prompt, the LLM can generate vague, irrelevant, or biased answers, even with its enormous capacity.
- The quality of the prompt determines the quality of the result.
- Proportional relationship: The better the prompt design, the more accurate and useful the LLM output will be.

Example:

- Weak prompt: "Tell me something interesting" → Random response.
- Strong prompt: "List 5 practical applications of quantum physics in modern medicine, with concrete examples and reliable sources" → Structured and verifiable response.
- LLMs learn to "interpret" prompts.
- Through their training, LLMs recognize patterns in prompts to infer intent. If you write a mathematical equation, "How do I solve this?" it understands that you must explain the procedure step by step. Adapt the style. A verse prompt can generate a poetic response; a technical prompt, a formal text.
- Prompts are the human-AI interface; they are the communication bridge between human natural language and the algorithmic processing of LLMs.

Example of evolution:

- Basic prompt: "Summarize this text."
- Advanced prompt: "Summarize this text in 3 tweets, using emojis and hashtags for a younger audience."
- A poorly written prompt can trigger unethical or misaligned responses. For example: "Write a persuasive speech to sell cigarettes to teenagers."
- If the prompt is unclear, the LLM "guesses" the intent, which can lead to errors. For example: "Make it cooler" vs. "Rewrite this paragraph using colloquial Mexican language."
- Detailed prompts allow for the generation of content tailored to industries (marketing, education, legal).

- Prompt sequences can create complex workflows (e.g., generating a script, then a storyboard, then dialogue).
- Combining LLMs with creative prompts opens up possibilities such as designing video games through textual descriptions and simulating conversations with historical figures.
- LLMs are like a blank canvas with infinite colors, and prompts are the brush that decides what gets painted. Mastering their relationship is essential for:
 - Control AI output.
 - Boost creativity and efficiency.
 - Avoid undesirable outcomes.
- According to OpenAI studies (2023), well-designed prompts improve output accuracy by 70% and reduce revisions by 40%.

Types of prompts

Depending on your needs, prompts can be classified into different types. Here are the most common ones:

- **Information Prompts (To obtain data or explanations):** These are used to request clear and direct information.
Example: "Explain to me what inflation is in simple terms."
- **Creative Prompts (To generate ideas or content):** These are used to ask the AI to create original texts.
Example: "Write a short story about an astronaut lost on Mars."
- **Analysis and Problem-Solving Prompts:** These are used to ask the AI to analyze data or help solve a problem.
Example: "I have a list of expenses in Excel. How can I calculate the total automatically?"
- **Interactive or Feedback Prompts:** These are used to ask the AI to review or improve something.
Example: "I wrote this introduction for a technology article. Can you improve it and make it more engaging?"

Key elements of a prompt

A good prompt is like a well-written recipe: if you include all the right ingredients and steps, you'll get a great result. If the prompt is confusing or incomplete, the AI may give you answers that aren't helpful.

To ensure you get what you really need, you can follow a simple structure based on 4 key elements:

- **Role** → Define what role the AI should take.
- **Instruction** → Clearly explain what you want it to do.
- **Context** → Add details to make the response more precise.
- **Example (Optional)** → If possible, provide a sample of the expected response.

Role: Assign a role to the AI

Before asking your question, you can tell the AI to act as an expert in a specific area. This helps make the answer more specialized.

Non-roleplay example:

"Explain to me how to use pivot tables in Excel."

(The answer will be general and basic.)

Example with role:

"You're an advanced Excel instructor. Explain to me step by step how to use pivot tables, as if I were teaching a beginner."

(The AI will understand that you should respond with an educational and structured tone.)

You can specify the difficulty level: *"Explain it like I'm 10 years old"* or *"Explain it for an advanced user."*

Instruction: Explain exactly what you need

If you give a very general instruction, the AI may give you answers that are too broad or off-topic.

Vague example:

"Tell me something about digital marketing."

(This question is too broad.)

Clear example:

"Make a list of 5 digital marketing strategies for small businesses on a budget."

(Now AI knows exactly what you need.)

Use words like "make a list," "explain step by step," "summarize in 3 paragraphs," or "answer in fewer than 100 words." This makes your answer more precise.

Context: Add relevant details

If your question requires additional information, add it to the prompt. This prevents the AI from making incorrect assumptions.

Example without context:

"Give me ideas for social media."

(What type of business? What platform? What tone of communication?)

Example with context:

"I need social media content ideas for an online sportswear store. The target audience is 18- to 30-year-olds looking for workout motivation and style."

(AI can now generate more relevant ideas.)

If you're asking for an explanation or analysis, you can add phrases like *"Imagine that..."* or *"Based on the latest advances..."* to provide more context.

Example: Show the format you want

If you're looking for a specific type of response, you can give an example of what you want the result to be.

Raw example:

"Explain to me how to make a pivot table."

(The answer may come in a long, unstructured paragraph.)

Example with format:

"Explain how to create a pivot table in Excel. Answer using these sections: What is a pivot table?, Steps to create one, and a practical example with fictitious data." (The AI will now structure the answer based on your request.)

Use phrases like "Respond in list format," "Use simple language," or "Make it humorous."

Example of an Effective Prompt**Bad:**

"Tell me about artificial intelligence."

(Vague and directionless.)

Good:

"You are an expert in artificial intelligence. Explain in simple terms what AI is, how it works, and what its main applications are in everyday life. Answer in a maximum of 300 words."

(Specific, structured, and with a clear time limit.)

PROMPT CREATION

Workflows for creating prompts

Creating good **prompts** is key to obtaining accurate and useful answers from artificial intelligence models. There are several work schemes that you can follow to design effective prompts according to the purpose you have

Outline "Role + Instruction + Context + Example": Useful for obtaining precise and structured answers

Structure

- **Role:** Defines what role AI should assume.
- **Instruction:** Clearly explain what you need.
- **Context:** Add relevant details about the topic.
- **Example (optional):** Includes an expected response model.

Example

Objective: To obtain an analysis of data in Excel on sales trends.

Prompt:

"You're an Excel data analyst. I want you to analyze a sales table and give me insights into monthly trends. The table contains Date, Product, Sales, and Region columns. Identify the best-selling products and the best-performing regions. It provides a clear summary in bullet point form."

- **"Sequential Tasks" Outline:** Useful when you need to break down a process into steps

Structure

- **Define the overall goal**
- **Divide into specific subtasks**
- **Request step-by-step execution**

Example

Objective: Create a formula in Excel to calculate sales incentives.

Prompt:

I'm going to develop an Excel formula for calculating salesperson incentives. Let's follow these steps:

Identify the key criteria for calculating incentives (example: sales exceeded, commission percentage).

Suggest a suitable Excel function.

Provide an example with data and the expected result."

- **"Condition + Action + Expected Result" Schema:** Useful for generating content with clear logic

Structure

- **Condition:** Defines when the action is applied.
- **Action:** Describes what AI should do.
- **Expected Result:** Explain what the answer should look like.

Example

Objective: Explain how to use VLOOKUP in Excel for beginners.

Prompt:

"If someone is a beginner in Excel and wants to learn VLOOKUP, explain it step by step with a practical example. Use simple language, avoid technical terms, and provide a table with dummy values."

- **"Problem + Detailed Solution" Scheme:** Useful for resolving specific doubts or problems

Structure

- **Problem:** Poses the difficulty or doubt.
- **Solution:** Explain the answer in detail.
- **Example:** (Optional) Provide a use case.

Example

Objective: Correct an error in an Excel formula.

Prompt:

"I have this formula in Excel: =IF(A2>100, "High", "Low"), but it doesn't work when A2 is empty. What is the mistake and how do I correct it? Explain clearly and give a solution with examples."

- **"Creativity and Expansion" Scheme:** Useful for generating ideas or improving content

Structure

- **Base theme:** Briefly explain what it is about.
- **Expansion:** Ask for suggestions, improvements, or variations.
- **Focus:** Defines the desired tone or focus.

Example

Objective: Generate ideas for a post about Excel on social networks.

Prompt:

"I want to create a post for LinkedIn about the importance of learning Excel in the world of work. Give me 5 creative ideas with eye-catching titles and innovative approaches."

Each work scheme has its purpose. If you need precision, use the **Role + Instruction + Context**. If the problem is complex, try **Sequential Tasks**. For structured content, **Condition + Action + Result** is ideal. If you're looking for solution to problems, use **Problem + Solution**, and for creativity, **Creativity and Expansion**.

Methods for creating effective prompts

Prompting methods are validated techniques for writing instructions that improve the quality, accuracy, and usefulness of responses from AI models such as ChatGPT, Gemini, or Claude. Unlike work schemes (which are organizational structures), methods focus on the "how" to write the prompt to achieve optimal results.

Classic Methods

Here are the most widely used techniques supported by AI research:

- **Zero-Shot Prompting:** Direct instruction without prior examples.
 - Ideal use: Simple tasks or when there is no reference data.
 - Example: "Explain the concept of artificial intelligence in 3 lines."
- **Few-Shot Prompting:** Include examples in the prompt to guide the response format or style.
 - Ideal use: When you need consistency in structured responses.
 - Example: "Translate these words into French: Hello' → 'Bonjour', 'Goodbye → 'Au revoir', Now translate: 'Thank you'."
- **Chain-of-Thought (CoT):** Request step-by-step reasoning.
 - " Ideal use: Complex problems, mathematics or logical analysis.
 - Example: "If a book costs \$20 and has a 30% discount, what is the final price? Explain each step."
- **Role Prompting: Assigning a specific role to AI for more specialized responses.**
 - Ideal use: Technical, creative or professional content.
 - Example: "You're a doctor. Explain the symptoms of type 2 diabetes as if you were talking to a patient."

- **Auto-Consistency: Asking for multiple perspectives or solutions for the same problem.**
 - Ideal use: Decision making or brainstorming.
 - Example: "Give me 3 different approaches to reducing costs in a tech startup."

Advanced Methods

- **Generated Knowledge Prompting: Asking the AI to generate information before responding.**
 - Ideal use: In-depth analysis or technical summaries.
 - Example: "First, list the top 5 JavaScript frameworks. Then, compare them on a chart."
- **Reflection or Self-Criticism: Request that the AI evaluate its own response.**
 - Ideal use: To verify accuracy in data or arguments.
 - Example: "Summarize this article. Then, identify potential biases in your summary."
- **Prompt Chaining: Dividing a complex task into sequential prompts.**
 - Ideal use: Long processes (e.g., writing a step-by-step report).
 - Example: "Step 1: Research digital marketing trends in 2025. Step 2: With that data, create a strategy for a Small Business."

Methods to Avoid Mistakes

- **Format Specification: Define how the response should be structured (e.g., JSON, table, bullet points).**
 - Example: "List 5 science fiction books in JSON format with keys: 'title', 'author', 'year'."
- **Length or Style Restriction: Limit words, tone, or complexity.**
 - Example: "Explain the theory of relativity in a maximum of 100 words and for 10-year-olds."

How to Choose the Right Method

Need	Recommended Method
Quick Replies	Zero-Shot
Structured examples	Few-Shot
Logical reasoning	Chain-of-Thought (CoT)
Simulated Expertise	Role Prompting
Workarounds	Auto-Consistency
In-depth technical content	Generated Knowledge
Quality Validation	Reflection/Self-Criticism

Differentiating Between Work Schemas and Methods for Creating Prompts

Schemas and methods for creating prompts are interrelated, but they serve different roles in designing AI instructions. Its nature and application are clarified below:

- **Outlines:** Structured Frameworks for Designing Prompts

Work outlines are organizational templates that guide the process of creating prompts, ensuring consistency and completeness. They act as "workflows" that define:

- Key components (e.g., role, context, instruction).
- Logical sequence (order in which the elements are presented).
- Specific purpose (e.g., accuracy, creativity, problem-solving).

Examples

- "Role + Instruction + Context + Example": Structure designed for detailed and technical answers.
- "Sequential Tasks": An approach to breaking down complex processes into steps.
- "Condition + Action + Expected Result***": Ideal for conditional or educational content.

Characteristics of a scheme:

- Generality: Can be applied to multiple contexts (e.g., data analysis, writing, technical support).
- Adaptability: It allows you to incorporate different methods within your structure (e.g.: Few-Shot in the "Example" component).
- It focuses on "what to include" rather than how to write technically

- **Methods for Creating Prompts: Specific Writing Techniques**

Methods are concrete tools to optimize the effectiveness of the prompt, based on prompt engineering principles. They focus on the "how" to write instructions to improve answers.

Examples

- Few-Shot Prompting: Include examples in the prompt.
- Chain-of-Thought (CoT): Request step-by-step reasoning.
- Auto-Consistency: Asking for multiple perspectives on a topic.

Key Features of an Outline

- Technical approach: Methods are usually derived from AI research (e.g., papers on LLMs).
- Reuse: The same method (e.g., Few-Shot) can be used in different schemes.

- **Examples Combining Work Schemes and Methods to Create Effective Prompts**

Below are practical examples where work schemes (organizational structures) are combined with prompting methods (validated techniques) to achieve more precise responses adapted to specific needs.

Outline: "Role + Instruction + Context + Example"	
Method	Few-Shot Prompting (include examples to guide the response)
Purpose	Generate a detailed white paper.
Prompt	"You are an expert in financial analysis with 10 years of experience. Analyze the following quarterly sales dataset and generate an executive report with: Key trends (growth/decline by region). Products with greater profitability Strategic recommendations. Context: The dataset contains the columns [Date, Region, Product, Sales, Costs]. Example of expected formatting: 1. Trends: Sales in the Northern Region grew by 12% in Q1. 2. Product Spotlight: Product X had a margin of 35%. 1. Recommendation: Invest in advertising for product Y in the Southern Region."
Benefit	Combine the clear structure of the outline with concrete examples (Few-Shot) to ensure a consistent format.

Outline: "Sequential Tasks"	
Method	Chain-of-Thought (CoT) (request step-by-step reasoning)
Purpose	Solve a complex Excel problem.
Prompt	***I'm going to create a formula in Excel to calculate employee bonuses. Follow these steps: 1. Identify the criteria: Bonus = 5% if sales > \$10,000; 3% if sales > \$5,000. 2. Explain which Excel function you would use (e.g., nested YES, VLOOKUP). Develop the formula step-by-step, showing how to assess each condition. 4. Provide an example with dummy data and the expected result. Use a didactic approach, as if you were teaching a beginner."
Benefit	The outline breaks down the task into steps, while CoT ensures clarity in explanation.

Outline: "Condition + Action + Expected Result"	
Method	Auto-Consistency (Ask for multiple perspectives)
Purpose	Evaluate marketing strategies.
Prompt	"If an e-commerce company wants to increase its sales by 20%, it analyzes from three different perspectives: 1. Digital advertising approach (social media, SEM). 2. Customer loyalty approach (loyalty programs). 3. Price optimization approach (discounts, bundling). For each perspective, describe: 2 concrete actions. 1 metric to measure success. 1 potential risk.
Benefit	The schema defines the condition-action-result, while Auto-Consistency enriches the analysis with a variety of solutions.

Outline: "Problem + Detailed Solution"	
Method	Zero-Shot Prompting (Direct Instruction Without Examples)
Purpose	Debugging a Python Code Error.
Prompt	"I have this error in Python: 'IndexError: list index out of range'. Explains: 1. What causes this error (in simple terms). 2. How to fix it (with 3 alternative methods). 3. How to prevent it in the future. Be concise but technically accurate."
Benefit	The schema organizes the problem solving, while Zero-Shot forces the model to generate answers without prior examples (useful for single problems).

Scheme: "Creativity and Expansion"	
Method	Role Prompting (assigning a specific role to AI)
Purpose	Generate innovative ideas for a campaign.
Prompt	"You're an award-winning creative director in advertising. Propose 5 disruptive ideas for a sustainability campaign aimed at millennials, considering: 1. Tone: Irreverent but inspiring. 2. Formats: Social networks, short video and face-to-face event. 3. KPI principal: Engagement (no sales). Include a slogan for each idea and a strategic justification."
Benefit	The scheme encourages creativity, while Role Prompting raises the quality of ideas by simulating expertise

- **In conclusion**

- Use schemas when you need a structured plan for designing prompts (e.g., templates for data analysis).
- Apply methods when looking for validated techniques to improve responses (e.g., Few-Shot for accuracy).
- The synergy between the two is key: Schemas provide order; the methods, effectiveness.
- The examples illustrate how schemas provide the skeleton (which elements to include and in what order) and methods optimize execution (how to write to maximize effectiveness).
- For technical tasks, combine sequential schemas with CoT or Few-Shot, to generate ideas, use creativity schemas + Role Prompting, and to solve problems, apply problem-solution schemas with Zero-Shot or Auto-Consistency.

Common Prompt Errors

- **Being too vague:** Not giving enough information for the AI to understand what you really need. E.g. "Tell me about Excel."
- **Not giving context:** Asking questions without including relevant information. E.g. "Give me business advice." (For what industry? What type of company?).
- **Not specifying the format:** Not indicating if you want a summary, a list, detailed steps, etc. E.g. "Explain SEO to me." (Do you want it in a paragraph, in a list, with examples?).
- **Don't use role or tone:** "Tell me how to improve my LinkedIn." (Do you want it formal, funny, detailed?).
- **Not Specifying the Level of Complexity:** Not indicating whether you want a basic, intermediate or advanced answer. "Explain to me what SEO is."
- **Not Using Prompt Examples:** Asking for answers without showing a model or reference of what the response should look like. "Give me ideas for tech company names."
- **Asking Questions with Ambiguity or Double Meaning:** Using words that can be interpreted in different ways. "Tell me how to improve my business."
- **Not Testing and Refining the Prompt:** Using the first prompt that comes to mind without improving it. "Make me a business plan."

CONCLUSION

Prompting goes far beyond simply "asking questions" of a language model; It is a discipline that requires intentional design, clarity, and adaptability. As we've explored throughout this eBook, LLMs and generative AI are not mere oracles that answer queries, but collaborative tools whose performance depends directly on how we structure our interactions. An effective prompt not only seeks an answer, but guides the model towards a deeper, more relevant reasoning aligned with our objectives.

The key elements of a good prompt such as specificity, context, output format, and illustrative examples are critical to building effective interactions. However, their true potential unfolds when they are articulated through structured methods, such as Chain-of-Thought or few-shot learning. These techniques transform prompting into an iterative process, where each adjustment refines the AI's ability to emulate complex reasoning and generate responses aligned with the user's needs.

The relationship between the different methods and techniques is not hierarchical, but synergistic. A well-designed prompt can combine prompt engineering principles with structured feedback strategies, making the AI not only deliver information, but also simulate critical thinking processes. This is especially valuable in professional applications, where accuracy, consistency, and adaptability are indispensable.

Mastering strategic prompting allows users to move from passive consumers of AI to intelligent solution architects. Whether it's content generation, data analysis, or task automation, the difference between a mediocre result and an exceptional one is often in how we formulate our instructions. This eBook has provided the necessary tools for readers to not only experiment with AI, but to do so with a clear purpose and proven methodologies.

Ultimately, the future of human-AI interaction will depend on our ability to communicate effectively with these systems. Prompting is, in essence, the bridging language between human creativity and algorithmic potential. By taking a strategic approach, readers will be prepared to unlock new possibilities, optimize workflows, and lead innovation in an increasingly AI-driven world.